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Assessment Essentials: Planning, Implementing, and Improving Assessment in Higher Education (Jossey-Bass Higher and Adult Education (Hardcover))

By Trudy W. Banta, Catherine A. Palomba



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A comprehensive expansion to the essential higher education assessment text

This second edition of *Assessment Essentials* updates the bestselling first edition, the go-to resource on outcomes assessment in higher education. In this thoroughly revised edition, you will find, in a familiar framework, nearly all new material, examples from more than 100 campuses, and indispensable descriptions of direct and indirect assessment methods that have helped to educate faculty, staff, and students about assessment.

Outcomes assessment is of increasing importance in higher education, especially as new technologies and policy proposals spotlight performance-based success measures. Leading authorities Trudy Banta and Catherine Palomba draw on research, standards, and best practices to address the timeless and timeliest issues in higher education accountability. New topics include:

- Using electronic portfolios in assessment
- Rubrics and course-embedded assessment
- Assessment in student affairs
- Assessing institutional effectiveness

As always, the step-by-step approach of *Assessment Essentials* will guide you through the process of developing an assessment program, from the research and planning phase to implementation and beyond, with more than 100 examples along the way. Assessment data are increasingly being used to guide everything from funding to hiring to curriculum decisions, and all faculty and staff will need to know how to use them effectively. Perfect for anyone new to the assessment process, as well as for the growing number of assessment professionals, this expanded edition of *Assessment Essentials* will be an essential resource on every college campus.



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Editorial Review

From the Back Cover

THE ESSENTIAL TEXT ON HIGHER EDUCATION ASSESSMENT, REVISED AND UPDATED

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“It’s hard to improve on a classic, but Banta and Palomba have done so with this updated edition of *Assessment Essentials*, which is replete with examples of what effective assessment work looks like in different types of institutions.”

—**George D. Kuh**, director, National Institute for Learning Outcomes Assessment, and adjunct professor, University of Illinois and Indiana University

“Banta and Palomba’s new edition of *Assessment Essentials* covers a wide range of current topics that are crucial for faculty, staff, and administrators to follow as they strive to sustain effective assessments. I highly recommend this comprehensive resource for academic leaders and others in higher education who want to maintain the quality of their assessment efforts.”

—**Elizabeth A. Jones**, professor of education and doctoral program director, Holy Family University

“A sweeping update that brilliantly reflects the evolution of the field. Institutions should use it to build the assessment infrastructure they will need in the brave new world of prior learning assessment and competency-based education.”

—**Barbara D. Wright**, vice president, WASC Senior College and University Commission

About the Author

TRUDY W. BANTA is a professor of higher education and senior advisor to the chancellor for academic planning and evaluation at Indiana University-Purdue University Indianapolis. She is the founding editor of *Assessment Update*, a bimonthly periodical published by Jossey-Bass.

CATHERINE A. PALOMBA is director emeritus of assessment and institutional research at Ball State University.

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